



Redevelopment Agency Agenda Item Staff Report

CITY OF SAN BRUNO

DATE: February 12, 2008

TO: Honorable Chair and Members of the Redevelopment Agency

FROM: Aaron Aknin, Community Development Director
Mark Sullivan, Housing & Redevelopment Manager

SUBJECT: Adopt Resolution Authorizing The Executive Director to Execute a Contract in an Amount Not to Exceed \$350,000 with Moore Iacofano Goltsman, Inc. for Preparation of Downtown & Transit Corridors Plan

BACKGROUND

The proposed Redevelopment Agency action would approve a contract for the urban design firm of Moore Iacofano Goltsman, Inc. (M.I.G.) to prepare the Downtown & Transit Corridors Plan. The Downtown & Transit Corridors Plan will guide future development and reuse in Downtown and along adjacent transit corridors, including El Camino Real (between Crystal Springs and I-380), San Mateo Avenue (between El Camino Real and I-380), and San Bruno Avenue (between 101 and Elm Avenue). The Plan will convey to the community expectations for quality development and establish standards for review of projects while maintaining the history and character of the established community. The Plan will include an implementation strategy to guide Redevelopment Agency actions to encourage and support private investment in the Downtown and transit corridors.

The Plan will include design guidelines and development standards and regulations, with written descriptions and diagrams to provide clarity, examples of the guidelines applied to projects, and annotated photos and illustrations of desirable architectural features. The Plan will seek to overcome barriers and link the Downtown core with the surrounding transit corridor and the new Caltrain Station and stimulate revitalization in the area.

The Agency decided to prepare a Transit Corridors Plan at this time because of the current absence of a community held vision for the area. The absence of such vision has resulted in mixed messages to interested developers whose projects could make important contributions to the future viability of the downtown area, but have created community conflict rather than unity over the City's identity. The lack of a common vision has delayed improvements, which could be vital to the downtown's continued success as a focus of community activity and identity.

This item was originally scheduled for the January 22, 2008 Redevelopment Agency meeting. Prior to the meeting, it was determined that the Agency Chair and two other members had conflicts of interest related to the Downtown and Transit Corridor Plan. The conflicts are due to property ownership within 500' of the planned study area. State and local law require specific actions to take place when there are conflicts of interests that result in the inability for the Agency to form a quorum. The law basically states that one of the conflicted agency members can be chosen at random and allowed to participate. A quorum will then be formed as 3 of the 5 members will participate in future decisions. The random selection procedure will be explained in detail and the Agency Member will be chosen at the February 12, 2008 meeting.

DISCUSSION

Staff distributed a Request For Proposals to 25 firms that specialize in urban design and planning and specifically, preparation of specific plans and strategic plans. The City received proposals from six firms- Moore Iacofano Goltsman, Inc. (M.I.G.), Freedman Tung & Bottomley, Dyett & Bhatia, RRM Design, Bryan Grunwald, and DC&E. An interview team consisting of the Community Development Director, City Manager, City Engineer, Housing & Redevelopment Manager, Assistant Planner, Chamber of Commerce Director, and representative ABAG Regional Planner conducted interviews with all six firms. Based on their approach to project, local knowledge and relevant experience, staff recommends that the City select M.I.G. The M.I.G. team includes four subconsultants including- Economic & Planning Systems to provide economic and market analysis, Fehr & Peers for circulation and parking analysis, Mark Thomas & Company for infrastructure analysis, and Square Peg Design for signage and graphics.

M.I.G. is well-qualified with recent successful experience completing Specific Plans and Master Plans for other jurisdictions (Pittsburgh, West Sacramento, Sacramento, El Cerrito and East Palo Alto). Staff interviewed Pittsburgh, West Sacramento and El Cerrito on their experiences with M.I.G. and the implementation of the adopted guidelines. They indicated that they have been very satisfied with M.I.G.'s work in crafting Plans that are clear, concise and easy for the public to understand. M.I.G.'s team has worked effectively together on to complete successful Master Plans, Specific Plans, corridor and transit plans, and economic development strategic plans, as well as land use and urban design studies to support city and community revitalization.

M.I.G. has the ability to apply their broad experience in development Specific Plans and master in the Bay Area in a manner that is appropriate for the community of San Bruno. Other consultants interviewed did not provide as much insight into how they would apply their experiences to San Bruno. Staff was also impressed with the M.I.G. team's creative approach, including effective mapping and graphics specific to San Bruno and well thought out public participation process. M.I.G. will facilitate community workshops, including interactive design charrettes and a walking tour and conduct interviews with stakeholders early on in the process to gauge community expectations as well as techniques to educate the community on plan concepts and design techniques. The

public outreach also includes a study session with the Council and Planning Commission and public hearings.

Specifically, the M.I.G. team will complete the following tasks:

- Phase I: Existing Conditions Analysis/Vision, Issues and Opportunities. Meet with staff, review City regulations, review base data and relevant planning documents, evaluate and map existing conditions—conduct stakeholder and developer interviews, analyze existing parking, circulation and infrastructure, perform market demand analysis, hold community workshop to identify areawide vision, issues and opportunities
- Phase II: Plan Concepts and Strategies. Community workshop and walking tour focusing on initial plan concepts and strategies; develop draft of community expectations, basic planning and design principals, framework for design guidelines, and conduct community outreach meetings and study sessions with the Planning Commission and City Council.
- Phase III: Development of Standards, Guidelines and Regulations. Prepare guidelines document – prepare administrative design guidelines and development regulations for staff review, prepare public review draft incorporating staff comments, attend planning commission and city council hearings, and prepare the final Transit Corridors Plan document incorporating any revisions resulting from the hearings.
- Public Participation: M.I.G. will work with City staff, elected officials, developers, stakeholder groups, and the community to create a common vision for the Downtown/Transit Corridors Plan, including- stakeholder interviews, focus groups and at least three interactive community workshops.

M.I.G. has proposed a schedule of one year to complete the tasks outlined above. During the interview process, staff and M.I.G. agreed that the schedule should be sensitive to providing adequate community outreach, and therefore may need to be extended. The Transit Corridors Plan process as outlined above will include community meetings, review by Planning Commission and ultimate adoption by the City Council. Staff will utilize varies means of outreach to the community including updates on the City's website, advertising on cable TV and possible mailers with the utility billings. Staff will refine the final scope of services prior to entering into the contract.

FISCAL IMPACT

The City Council budgeted \$350,000 for the Transit Corridors Plan in the 2007/08 budget. Staff recommends the City Council authorize the contract for M.I.G. in an amount not to exceed \$350,000. The consultant will bill based on actual hours and reimbursable expenses that may be under the maximum contact authorization.

ALTERNATIVES

1. No action. Staff does not recommend this alternative as the Transit Corridors Plan are a necessary planning tool to determine and fulfill the community's expectations.
2. Direct staff to solicit other proposals. Staff does not recommend this alternative based on thorough review of M.I.G.'s qualifications and the quality of other proposals received.

RECOMMENDATION

Adopt Resolution Authorizing The City Manager to Execute a Contract in an Amount Not to Exceed \$350,000 with Moore Iacofano Goltsman, Inc. for preparation of Transit Corridors Plan.

ATTACHMENTS

1. Resolution

DATE PREPARED

January 14 2008

REVIEWED BY

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